Press release

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Met Office in the right time and place for award

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The Met Office has scooped an award for innovation with its new personalised weather-messaging service that was launched last November.

Its Time & Place service beat four other finalists to become overall winner in the 'Most Innovative Service - Mobile Internet' category at the Mobile News Awards 2001, Mobile News magazine's annual celebration of service and product development within the mobile communications industry.

Stephen Lawrenson, Managing Director of the Commercial Division at the Met Office, who led the team that developed the service, was presented with a trophy at the London Hilton Hotel, Park Lane, by TV funnyman Frank Skinner.

Set up online or via a WAP phone, Time & Place provides weather updates to mobile phone users via WAP or SMS, across all mobile networks. The service provides information for anywhere in the UK, whether work or home addresses, and can target regions down to a three-mile (five-kilometre) radius, giving details for areas as specific as the local golf club.

There's a variety of information options available, from the latest data, on the hour, every hour if required, UK weather forecasts for up to five days ahead to the 'World Cities' forecast which gives a five-day weather prediction for over 400 The panel of judges included Jacqui Brooks from the Federation of Communication Services and Alan Hadden from the Global Mobile Suppliers Association, as well as other senior industry professionals. The judges' comments were that Time & Place was an 'excellent service with serious applications that were genuinely useful for a wide range of users'. They also commended its innovative approach, which they said 'makes a change from targeting teenagers for text.'

Stephen Lawrenson said: "I was very proud to receive the award on behalf of the Met Office. It's a marvellous recognition of the dedication and effort put in by a multidisciplinary team that had very stretching objectives, all of which they delivered superbly."

For more information on the Time & Place service visit www.metoffice.com. WAP users can access the service via www.mymetoffice.com/main.wml

If you have any queries about the service please call the Customer Centre on 0870 900 5454.

For further information:
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